



Detroit Lakes

February 2012

Volume 19 No. 2

CHAMBER NEWS

Official Newsletter of the Detroit Lakes Regional Chamber of Commerce

Chamber Chill—Thursday, Feb 16th



Chili, Chocolate, Coffee and Chamber Members "Chillin" at the Business Tabletop-Expo and Networking event. Warm up your business at this after-hours event designed so you can eat, drink, network and visit over 20 DL Chamber Member displays.

AND you just need to walk across the hall to attend the FREE event hosted by the DL Public Library featuring Polar Explorer, Will Steger of Ely, MN!

Event Sponsorships only \$100.00

Table-top Display area only \$50

Tickets as low as \$5.00/person!

See the insert in this newsletter for more information or call 218-847-9202.

Member Resource Directory is here!

In February you will receive your 2012 DL Chamber Member Resource Directory. This book is only available to current chamber members. It is designed to keep your fellow chamber members at your finger tips. This directory features:

- Alphabetical Business Listing
- Business Listings by category (yellow page style)
- The DL Chamber Board of Directors listing
- Chamber Staff Roster
- A calendar of Chamber and community event for your business
- Information on Chamber Bucks program
- Volunteer Committee information
- AND a Who's Who Directory of Business Leaders.

The Detroit Lakes Regional Chamber of Commerce is a non-profit 501(c)6 association representing over 450 businesses in our region which employ over 12,000 people! We are "Naturally, your resource."

The Chamber now has its own Facebook Page.

Search for [Detroit Lakes Regional Chamber of Commerce](#) and "like" our page. We will keep you up to date on events, issues and opportunities that are important to your business, your community and your employees.

For information on community events, happenings and tourism information "like" the [Detroit Lakes MN](#) Facebook page too!



Like

The Mission of the Detroit Lakes Regional Chamber of Commerce is to advance a vibrant business and tourism economy through service, advocacy, networking and innovation.

We're Working for You:

December 2011

	<u>YTD</u>
• Walk-Ins	
198	3,310
• Phone Calls	
455	7,198
• Visitor Guides Mailed	
118	9,907
• Website Visits	
6314	126,676

Online newsletter at:
www.VisitDetroitLakes.com/chamber/about/newsletter

The four website pages in December with the most views were home, calendar, fishing report and winter fun!

Carrie's Curios



The 2011 numbers are talking...

In 2011 the Chamber mailed nearly **10,000** copies of the Visitor Guides directly to potential visitors that requested them. That was up 38% over 2010!

Another **45,000** copies of the Visitor Guide were distributed throughout the region, at the Mall of America, MSP airport, MN Travel Centers and beyond—up 10% over 2010.

126,000 individuals went to the www.VisitDetroitLakes.com website with over **41,000** of them checking out the coupons page.

I read all these numbers and see LOTS of people are making travel plans to come to our area and they are coming to play, stay and shop.

Good Neighbor Shoveling Campaign

Get Active, Grab a Shovel, Do Good for your Neighborhood!

The Detroit Lakes Active Living Committee announces the Good Neighbor Shoveling Campaign as part of the Detroit Lakes Polar Fest, February 10-19. Throughout Polar Fest Week you may take part in this campaign by shoveling your sidewalk, your neighbor's sidewalk and reaping the benefit of a clear sidewalk by taking a walk in your neighborhood.

The Good Neighbor Shoveling Campaign is a win, win, win! You get active, you do a good deed for your neighbor and you have a chance to win a prize! Prizes will be donated by businesses in the community; the random drawings will be held after February 18.

Register on-line at www.goodneighborshoveling.eventbrite.com.

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- Becker County Homefront, WWII at Museum
- 15th annual Festival of Birds

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**Save the Date! March 29th
9:00 am—Noon @ M State
2012 Economic Development Summit
Hosted by the DL Chamber, MState BES and B.E.S.T.**

Students' work skills, what do you think?

By Vern Schnathorst, DLHS School-to-Work Coordinator

In the next month, student interns from Detroit Lakes High School will be asking local businesses for their assistance. They won't be applying for a job, asking to do an internship or asking for a donation for a group or team. Instead, they will be asking you to rate their entry-level employment skills. How can you help? By completing a short survey that will help to identify student deficiencies.

The survey is part of this year's annual project for the School-to-Work Advisory Board. The goal of the project is to identify deficiencies that students have when they enter the world of employment. This will be done through a short survey that will only take 5 - 10 minutes of your time. We hope to have around 100 businesses complete the survey so we get a good sample group and accurate results.

The survey can be done on paper or on the Internet by going to the following web address: <https://www.surveymonkey.com/s/employmentskills> We have identified most businesses in Detroit Lakes that hire students and will be contacting them. If you aren't approached by a student in the next two weeks and would like to participate, please go to the web address above and complete the survey. The deadline to complete the survey is Friday, February 24th. Participants will be entered in a drawing to win a Laker T-shirt (five will be given away.)

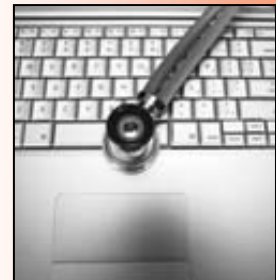
The results will then be tabulated to determine the areas where students are most deficient. A curriculum will be formed based upon the results. All sophomores, juniors and seniors will be led through the curriculum next year. This will happen during the morning advisory period when students and advisors focus on career-related activities. Our hope is to help students become more effective and efficient employees for our local businesses, both now and in the future.

If you have any questions or would like more info on how to participate please contact Vern Schnathorst, Detroit Lakes High School, 847-4491, Ext. 2119 or vschnathorst@detlakes.k12.mn.us. Thanks for helping our students!

Member Renewals

Thanks to the following members who renewed their Chamber membership Dec. 21-Jan. 26. DL Chamber memberships renew throughout the entire year; for a complete list of members see www.visitdetroitlakes.com/chamber/

Casey's—Detroit Lakes
China Buffet
Detroit Lakes Jaycees
Goin' Postal
Tom Klyve



Wellness in the Workplace
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an application please call
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Chamber Ambassador Visits



DL Chamber Ambassadors gathering for visits in January were: (back) Erika Johnson, Brian Haire, Dave Karsnia, Terry Haus; (front) Patty Heath Gordon, Carrie Johnston, Jessica Burhans & Harland Thompson, (Not pictured: Marcus Lacher).



Harland Thompson presents a First Dollar of Profit to Jon Mickelson of **Chaney's 2**. Located at 120 Washington Avenue, they can provide all your auto care and repair needs.



Patty Heath Gordon presented a First Dollar of Profit to Mara Avila, Gen. Mgr. of **Washington Square Cinema 5**. Located in the Washington Square Mall, the five screen theatre's new owner is Steve Tripp.



Marcus Lacher congratulated Erica Germain and Karen McKagan on the **Minnesota Lottery's** new location at 1641 Hwy. 10 West. Jerry Ouren (not pictured) is the Manager of this Regional Lottery Office.

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Member News

BTD Manufacturing donated \$5,000 to the Boys & Girls Club Polar Fest Plunge.

Detroit Lakes WorkForce/Rural Minnesota CEP will be hosting a Job Fair on Tuesday, April 3, 4-6pm at the WorkForce Center. If you are planning on adding more staff in the near future and want an opportunity to meet prospective employees, call for more information, 218-846-7377 or 800-492-4810.

Detroit Lakes Lions Club made a \$500 donation to the **Lakes Crisis & Resource Center**

“Healthy Brains for Children” symposium will be held February 21, 11:30am-4:30pm, at M State. It is free to the public and continuing education credits are available. This educational conference is focused on preventing prenatal exposure to alcohol. The event is sponsored by DL Breakfast Rotary, Noon Rotary, and Becker County Early Childhood Initiative. For more information, contact Susie Felt, Lakes Crisis Center, 218-847-8572 or Kelly Krapu, Essentia Health, 218-847-0827.

Congratulations to the **DL Newspaper** for winning the Mills Trophy Award from the MN Newspaper Assoc. for its outstanding weekly newspaper coverage in the State.

Member Testimonial

Our DL Chamber membership has been a great value to our businesses for many years. Not only does the Chamber help actively promote our community to attract tourists to our businesses, they keep members in the loop about upcoming events and activities that we share with our guests to enjoy while they're in town. We especially like the Chamber website where our businesses have a presence and, with the links to our websites, we can post specials and our upcoming events. It pays to be a DL Chamber member!

- Chris Holland-Mehlhoff, Holland Hospitality, Inc.

3rd Business Incubator Opens in Hawley

On January 26th, the DL Chamber helped cut the ribbon for the opening of the Business Incubator in Hawley, MN. The MState Business and Entrepreneurial Service Office has opened its 3rd small business incubator in Hawley. The building has 9 spaces with 5 currently available. Tenants enjoy a professional space with access to business services, support, training and education.

MState also has incubators in Detroit Lakes and Frazee and is coming soon to Perham. For more information contact Erika Johnson 218-846-3665 or go to www.BESMState.com



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Tourism Director Update



Volunteers really are the heartbeat of a community, aren't they? Volunteers contribute to the success of events, businesses and organizations by giving of their time. The time volunteers donate provides a boost to tourism in our area.

One morning in January, I headed north of Frazee for a Lake Country Scenic Byway meeting in Osage. As I rounded the corner by a pond on Highway 29, a large wooden cross marked the loss of Myrel Schermerhorn. Myrel was coming home from a wrestling fundraiser, which involved lots of volunteer hours.

As I traveled along the byway on Highway 34, I passed Height of Land Lake. A couple years ago, I would have stopped to pick up Carolyn Engbretson. Carolyn was a Byway volunteer, giving many hours for the betterment of the byway.

At the meeting, we felt the loss of another Byway volunteer. Linda Ulland gave countless hours to support the Paul Bunyan Scenic Byway. Linda worked in Staples at the U of M Central Region Partnership.

In reflecting on the loss of these volunteers, I was reminded of a conversation I had with a Vietnam Veteran recently. We talked about the time he was hit by gunfire.

He and his comrades were taking on heavy gunfire by the enemy in the field. Although he said their chopper was hit by gunfire, it landed and they raced to climb onboard. He was hit by

gunfire about 200 yards from the chopper. Unable to run any further, he realized he was paralyzed. His buddies grabbed him and got him to the chopper.

At the field hospital, he remembered having a green triage tag. Green signified either minor injuries or so severe the chance of making it would be slim. He remembered gasping for breath as a mask was put over his face. Fortunately, the doctor's assistant performed surgery on him.

Then the vet said he had an "out of body experience." He said he was over the room and knew everything that was going on. He knew the guy in the last cot in the room had a temperature over 103. The doctor checked on him and his temp was over 103. Then he said he was part of a bright light. He said it was so beautiful he wanted to stay. He was soon told he had to go back. He said he didn't want to go back because he knew it was going to hurt. He had to return and said he was right, "It hurt like hell."

As our conversation ended, he said he knew that after we die, where we go will be so very wonderful. In his face and words, I could tell he had no reservations about life after death. This is where I believe the three volunteers are now.

Cleone Stewart, Tourism Director

Sanford Detroit Lakes Clinic

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Sunrise Social at DLCCC

Join us February 24th, 7:30-8:30AM
at the Detroit Lakes Community and Cultural Center
for a morning of coffee, networking and learning.

DL Chamber Members are encouraged to start your day with a boost of local knowledge on what is happening in the area, who's who in the DL business spectrum and how your business can help and support the community.

Send an employee or volunteer to join this round-the-room networking hour, bring business cards and flyers, and come prepared to tell others about your business or event.

RSVP to Becca@VisitDetroitLakes.com 218-847-9202

LSP's need Aquatic Invasive Permits

Does your business qualify as a Lake Service Provider (LSP)? Do you hire a LSP for your home or business? The Minnesota Department of Natural Resources (DNR) is initiating statewide training and permitting for people who install and remove water recreation equipment as required by new state laws passed in 2011. Training in Detroit Lakes is scheduled for Feb 22nd at MState.

According to the law, service providers are individuals or businesses hired to install or remove water-related equipment, such as boats, docks, boat lifts or structures, from waters of the state. They are now required to obtain a permit from the DNR before providing any of those services. The DNR will begin to implement and enforce this during the 2012 open water season.

All service providers and their employees must complete invasive species training and pass an examination in order to obtain a permit. A new page on the DNR website provides information about service provider training and permitting - www.dnr.state.mn.us/lsp/index.html. Permit application and the training location information can also be found on this web page.

Contact your local legislators

Senator Amy Klobuchar (DFL)
202.224.3244
senator.klobuchar@senate.gov

Senator Al Franken (DFL)
D.C.: (202) 224-5641
St. Paul: (651) 221-1016
St. Peter: (507) 931-5813

Seventh District Collin Peterson (DFL)
218.847.5056

Rod Skoe (DFL)
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651.296.4196
sen.rod.skoe@senate.mn

Gretchen Hoffman (R)
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sen.keith.langseth@senate.mn

Kent Eken (DFL)
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rep.kent.eken@house.mn

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Cleone@VisitDetroitLakes.com

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Becca Arndt... Membership
Services Coordinator
Becca@VisitDetroitLakes.com

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dlchamber@VisitDetroitLakes.com
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What's Happening!

February 2012

- 3-5 Boys Bantam A Hockey Tournament, Kent Freeman Ice Arena
- 4 2nd Annual Motorcycle Endurance Race, 12-4pm, Holiday Inn
- 4 Midnite Riders Old Timers Snowmobile Show & Run, 8am, Lake Park
- 4 My Antonia, 7:30pm, Holmes Theatre
- 5 Family Ski Trek, 2pm, Tamarac National Wildlife Refuge
- 5-7 Carefree Why Not? Bonspiel, Lakes Curling Club
- 7 Agri-Business Committee, 8am, Chamber**
- 8 Executive Committee, 7:30am, Chamber**
- 10-19 Polar Fest, see www.VisitDetroitLakes.com/thing-to-do/events/polar-fest/
- 10 Daddy's Little Sweetheart Dance, 6pm, Holmes Theatre Ballroom
- 10 Chubby Checker, 8pm, Shooting Star Casino
- 10-12 Girls U10B/U12B Hockey Tournament, Kent Freeman Ice Arena
- 10-12 Vern Turner Memorial Bonspiel, Lakes Curling Club
- 11 Big Detroit 100 - One Lunger Snowmobile Race, 11am, Holiday Inn
- 11 Poles-n-Holes Ice Fishing Derby, 12-3pm, Detroit Lake
- 13 Noon Rotary Polar-ific Spaghetti Dinner, 4:30-7:30pm, M State
- 14 Promotions & Events Committee, 8:30am, Chamber**
- 14 Book Lovers' Tea, Detroit Lakes Library
- 15 Board of Directors Meeting, 7am, Chamber**
- 16 Chamber Chill, 5-7pm, Holmes Ballroom**
- 16 Polar Explorer Will Steger, 7pm, Holmes Theatre
- 17 Ice Tee Golf Tourney, 1pm, Zorbaz
- 17 Live at the Lodge, 6-9pm, BWPremier The Lodge on Lake Detroit
- 17-18 Manitoba Hydro-Electric Bonspiel, Lakes Curling Club
- 18 Freeze Your Buns 5k Run, 9am, DLCCC
- 18 Polar Fest Plunge, 1pm, Detroit Lake by Pavilion
- 18 ULTRA Vintage Snowmobile Rally & Swap Meet, on ice by DL City Beach
- 18 Fireworks, 7pm, City Beach
- 18 Polaritaville Dance, 7:30pm, Zorbaz
- 19 Secrets of Pairings Wine Tasting Event, BW Premier the Lodge on Lake Detroit
- 19 Live at the Lodge, 7-10pm, BW Premier The Lodge on Lake Detroit
- 19 Ann Reed Concert, "The Music of Dorothy Fields", 3pm, Holmes Theatre
- 21 Healthy Brains for Children, 11:30-4:30pm, M State Conference Room
- 22 AIS Training/Permitting, 1-4pm, M State
- 24 Sunrise Social, 7:30am, DLCCC**
- 24 Lorrie Morgan & Pam Tillis, 8pm, Shooting Star Casino
- 26 Lakes Figure Skating Show, 2pm, Kent Freeman Ice Arena
- 29 Barbara Sommer, "Hard Work and a Good Deal," 7pm, Public Library

www.VisitDetroitLakes.com/calendar